

6.2 — CEO daily workflow

1. Cashflow (*most important thing*)

- Net cashflow (*total cash in less total cash out at bank account level*)
- Look at it daily to understand it's pulse
- Look at net cashflow weekly and monthly to see if it's "+" good, or "-" bad
- In both instances (-/+) ask WHY? Record relations between actions and cashflow
- What's total cash in bank? What's total monthly burn? How many months reserves?

2. Things that contribute to cashflow

- Are the sales reps calendars full?
- If not; email broadcast list directly to survey page to generate bookings
- Are ads profitable and generating bookings?
- If not; focus on ads/funnel until you reach $\geq 1.2:1$ cash collected to cash spent
- Are you producing weekly blog videos on YT and emailing your list to them?
- If not; you're leaving serious yield from ad spend on the table (*high margin contribution*)

3. Operations

- Are customer support tickets getting resolved <24h with happiness >80%?
- Are accounts being reconciled daily? Receipts attached to line items, notes, etc.
- Are your core systems running? Ads, funnel, CRM, calendar, portal, etc.
- Are your sales reps showing up to calls and converting at >15-20%?

4. Management

- Daily report on yesterday's: bookings, calls, units, rev, cash, emails, content, actions
- Plan for today: are calendars full, what are you hearing, any actions needed today?
- Check in with team leads daily, do 1on1's with people monthly, town hall AMA's monthly, daily team standups at team level, comb org chart rank monthly for weak links
- Reduce costs: Where's the money being spent? How can we remove/reduce this?
- Increase income: Where's the money coming from? How can we do more of this?
- Do we need additional talent? How are we going to get it?
- Observe your teams workflow and your own to optimize it and reduce complexity
- Identify the top performers and assign efforts to unblock them to flow more throughput

5. Product

- Are our customers happy and getting results? If not this is emergency
- How does our product compare to the competition in the market?
- What's the product innovation roadmap look like? What's ahead?
- What's pissing customers off? What's making them fall in love? Do less/more of each.

6. Strategic longer-term initiatives

- What's the vision/mission and how are we progressing?
- Are we staying true to our core values?
- What's our core competence and are we truly the best in the world at this?
- Where's the market headed, what's the consensus reaction, how are we 10-steps ahead?
- Do we have a flywheel and is it working?
- How can we make the company more like a self-sustaining ecosystem? (*>1.5 coefficient*)